

**Workplan Logistics**  
Program Contact: Evan Toulon, #6316

**I. Selling/Execution Detail**

Month: June

Promotion: DORAL B2G1F

Promotion #: 800433

Item #: 541874 Display/POS Kit

Segment: Partners Pack Outlets

SKU Quantity: 21

Placement/MSA Reporting: DOR JUN B2G1F

Reporting Dates: 6/1/98 - 7/31/98

Promotion Details: 1) Promotion Description - DORAL Buy 2 Get 1 Free with name generation insert Product will be pre-sleeved in Winston-Salem (Philadelphia, Pittsburgh, Cincinnati, Winston-Salem, Atlanta, Florida, Dallas, Richmond, Houston, Chicago, Minneapolis, Denver, St. Louis Regions) WAM will participate.  
2) Materials Description - #541874 Display/POS Kit (includes POS Card, Counter Display)  
3) Recommended Displays - Included in SKU

Pricing Details: - Invoice Description: DORAL B2G1F  
- Pricing: Regular list price  
- Terms: Standard 3.25% on live product. Handling allowance 3.25% on free product 1.4% EFT  
- Additional Allowance: State tax for free product

Promotional Packaging UPC: 12300-23850

Product UPC: 25357 - DORAL Lts Mthl 100 25359 - DORAL Box 100  
25358 - DORAL Ult Lts 100 25360 - DORAL Lts Box 100

\* VAP Payment Per 6M Case: 1) Pack Only: \$3.30 per promoted 6M case (\$1.77 \* per SKU of 21)  
2) Pack and Ship: \$4.90 per promoted 6M case (\$1.14 \* per SKU of 21)

**II. Promotion Timing**

Allocations Available: 3/2/98

Model Available: 3/23/98

Allocation Adjustments to Model: 3/23 - 4/17/98

Templates Available: 4/20/98

Valued-Added Transfer Deadline: 4/24/98

First Order Date: 4/27/98

First Delivery Date to Direct Accounts: 5/18/98

VAP/Delivery Date to Retail Accounts: 6/15/98

Last Delivery Date to Direct Accounts: 6/26/98

Roll Remaining Allocations to National/Clean-Up: 6/29 - 7/3/98

\* **Revised SKU Cost Only**

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